

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · BRAND MANAGER

1	Describe a successful branding campaign that you developed.	1 2 3 4 5	
2	How do you stay current on industry trends and developments related to branding?	1 2 3 4 5	
3	Describe the best way to roll out an entirely new product or service.	1 2 3 4 5	
4	What strategies do you use to create brand awareness?	1 2 3 4 5	
5	How have you used analytics and research to inform your branding decisions?	1 2 3 4 5	
6	In what ways have you successfully rebranded existing products or services?	1 2 3 4 5	
7	What challenges are there in managing a brand identity?	1 2 3 4 5	
8	What do you think makes a compelling and memorable brand?	1 2 3 4 5	
9	How would you respond to the challenge of maintaining consistency across multiple platforms?	1 2 3 4 5	
10	How have you used social media marketing to promote a brand?	1 2 3 4 5	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5	
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5	
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5	
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5	
Communication Team building and communication skills.	1 2 3 4 5	
Organizational Fit Would this hire steer the organization the right way?	1 2 3 4 5	
Directional Fit A step forward, or backward, in their career?	1 2 3 4 5	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.